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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

First Named

Inventor : Tanya L. Swarts et al.

Appln. No.: 10/760,099

Filed : January 16, 2004

For : METADATA DRIVEN CUSTOMIZATION  
OF A SOFTWARE-IMPLEMENTED  
BUSINESS PROCESS

Docket No.: M61.12-0571

Group Art Unit: 2162

Examiner: Shahid Al Alam

**TRANSMITTAL OF APPEAL BRIEF  
(PATENT APPLICATION - 37 C.F.R. §41.37)**

Mail Stop Appeal Brief - Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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13<sup>th</sup> DAY OF August, 2007.

[Signature]  
PATENT ATTORNEY

Transmitted herewith is the Appeal Brief in this application with respect to the Notice of Appeal filed on June 13, 2007.

FEE STATUS

[---] Small entity status under 37 C.F.R. §§ 1.9 and 1.27 is established by a verified statement.

FEE FOR FILING APPEAL BRIEF

Pursuant to 37 C.F.R. §41.20(b)(2) the fee for filing the Appeal Brief is \$500.00.

The Director is authorized to charge any additional fees associated with this paper or credit any overpayment to Deposit Account No. 23-1123. A duplicate copy of this communication is enclosed.

Respectfully submitted,

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By: [Signature]

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Enclosures



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## BRIEF FOR APPELLANT

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13<sup>74</sup> DAY OF August, 2007.

  
PATENT ATTORNEY

This is an appeal from a Final Office Action mailed March 26, 2007 in which claims 1 to 25 were finally rejected.

### REAL PARTY IN INTEREST

Microsoft Corporation, a corporation organized under the laws of the state of Washington, and having offices at One Microsoft Way, Redmond, WA 98052, has acquired the entire right, title and interest in and to the invention, the application, and any and all patents to be obtained therefor, as set forth in the Assignment, which was filed with the U.S. Patent and Trademark Office on May 24, 2004 and recorded on Reel 015356, Frame 0023.

### RELATED APPEALS AND INTERFERENCES

There are no known related appeals or interferences which will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

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STATUS OF THE CLAIMS

- |      |  |      |
|------|--|------|
| I.   | Total number of claims in the application. |      |
|      | Claims in the application are:             | 1-25 |
| II.  | Status of all the claims.                  |      |
|      | A. Claims cancelled:                       | none |
|      | B. Claims withdrawn but not cancelled:     | none |
|      | C. Claims pending:                         | 1-25 |
|      | D. Claims allowed:                         | none |
|      | E. Claims rejected:                        | 1-25 |
|      | F. Claims Objected to:                     | none |
| III. | Claims on appeal                           |      |
|      | The claims on appeal are:                  | 1-25 |

STATUS OF AMENDMENTS

No amendments were filed after the Final Office Action.

SUMMARY OF CLAIMED SUBJECT MATTER

Embodiment of the present invention are generally directed to methods and systems for customizing a software-implemented business process on a mobile computing device. Independent claim 1 is directed to a method of customizing a software-implemented business process. The method comprises provided customized metadata 216 defining entities 220 (step 270) [FIGS. 2-7; Page 18, Line 11-Page 23, Line 14; Page 24, Lines 5-8]; storing the customized metadata and data 224 corresponding to the entities 220 in a first data store 218 (step 272) [FIGS. 2 and 7; Page 24, Lines 8-11]; providing a subscription list of the entities 220, the subscription list being defined by subscription metadata 276 stored in a subscription data store of a mobile computing device 206 (step 274) [FIGS. 2 and 7; Page 24, Lines 12-20]; sending the customized metadata 216 corresponding to the entities 220 identified in the subscription list 276 to the mobile computing device 206 (step 292) [FIGS. 2 and 7; Page 26, Line 25-Page 27, Line 30]; and storing the sent

customized metadata 212 in a second data store 214 of the mobile computing device 206 (step 300) [FIGS. 2 and 7; Page 27, Lines 15-30].

Independent claim 9 is directed to a method of customizing a software-implemented business process. The method comprises providing customized metadata 216 defining entities 220 (step 302) [FIGS. 2-7 and 9; Page 18, Line 11-Page 23, Line 14; Page 24, Lines 5-8]; storing the customized metadata 216 and data 224 corresponding to the entities 220 in a first data store 218 (step 304) [FIGS. 2 and 9; Page 24, Lines 8-11]; providing a subscription list of the entities 220, the subscription list being defined by subscription metadata 276 stored in a subscription data store of a mobile computing device 312 (step 306) [FIGS. 2 and 9; Page 24, Lines 12-20]; populating the entities 220 identified by the subscription list 276 with the corresponding data 224 in accordance with the customized metadata 216 (step 308) [FIGS. 2 and 9; Page 28, Line 28-Page 29, Line 5]; sending the populated entities to the mobile computing device 312 (step 310) [FIGS. 2 and 9; Page 29, Lines 5-6]; and storing the populated entities in an object data store 316 of the mobile computing device 312 (step 314) [FIGS. 2 and 9; Page 29, Lines 7-9].

Independent claim 15 is directed to a system 200 configured to customize a computer-implemented business process. The system comprises a user interface 240 configured to generate customized metadata 216 defining entities 220 in response to user input [FIG. 2; Page 18, Line 11-Page 19, Line 12]; a first data store 218 containing the customized metadata and data 224 corresponding to the data entities 220 [FIG. 2; Page 15, Line 27-Page 16, Line 11; Page 17, Lines 1-10]; a first data accessing system 228 configured to access the customized metadata 216 and the data 224 contained in the first data store 218 [FIG. 2; Page 17, Lines 10-21]; a mobile computing device 206 including: a subscription metadata store containing subscription metadata 276 defining a subscription list of the entities 220 [FIG. 2; Page 24, Lines 12-20]; a second data store 214 [Page 15, Line 27-Page 16, Line 11]; and a second data access system 230 configured to access the subscription metadata 276 and the second data store 214 [FIG. 2; Page 17, Lines 10-21]; and a synchronizer 294 configured to send the customized metadata 216 corresponding to the entities 220 identified in the subscription list 276 to the mobile computing device 206 for storage in the second data store 214 [FIG. 2; Page 26, Line 25-Page 27, Line 30].

Independent claim 19 is directed to a method of customizing a software-implemented business process on a mobile computing device. The method comprises providing customized metadata 216 defining customizations of a software-implemented business process 208 (step 270) [FIGS. 2-7; Page 18, Line 24-Page 23, Line 14]; deploying the metadata 216 to the mobile computing device 206 (step 292) [FIGS. 2 and 7; Page 26, Line 25-Page 27, Line 30]; storing the metadata 216 (as metadata 212) in a data store 214 of the mobile computing device 206 (step 300) [FIGS. 2 and 7; Page 27, Lines 15-30]; and applying the customizations defined by the metadata 212 to the software-implemented business process 208 [Page 17, Line 28-Page 18, Line 10; Page 23, Lines 3-14; Page 28, Lines 5-13].

#### GROUND OF REJECTION TO BE REVIEWED ON APPEAL

This is an appeal of the rejections of claims 1-25 under 35 U.S.C. §102(e) as being anticipated by Tim von Kaenel et al. (U.S. Patent Publication Number 2004/0117358 A1).

#### ARGUMENT

In Applicant's response of December 6, 2006, Applicant provided explanations as to why the claims of the present application are not anticipated by the cited reference Tim von Kaenel et al. (hereinafter "Kaenel et al."). In particular, Applicant explained why the cited sections did not disclose or read on the claimed elements for which they were cited. However, the Examiner, in the Final Office Action mailed March 26, 2007 failed to address, let alone rebut, Applicant's arguments that were presented in the response filed December 6, 2006. Rather, the Examiner discussed rules and case law in the Office Action, but did not apply the cited rules and case law to the claims or address any of the specific arguments raised by Applicant.

For instance, in response to Applicant's arguments presented December 6, 2006, the Examiner, explained that he can give the claim limitations their broadest reasonable interpretation in light of the specification [pages 2-3]. However, the Examiner failed to apply the cited rule to any of the claims or use the cited rule to address Applicant's previously presented arguments. The Examiner also explained that prior art disclosure need not be express in order to

anticipate, but can also be inherent in the reference [page 3]. While Applicant agrees that disclosure in a prior art reference includes non-explicit inherent subject matter, the Examiner, as above, failed to apply the cited rule to the present case or use the cite rule to rebut Applicant's arguments. For example, the Examiner did not cite any disclosure in the reference as being "inherent" or how such disclosure read on the claim language. The Examiner also provided an explanation of various rules and case law relating to anticipation of a claim [page 4], but did not use the cited rules and case law to rebut any of the arguments previously presented by Applicant.

Additionally, in some instances, Applicant explained that the cited grounds for rejecting the claim were insufficient to support the rejection because the Examiner did not identify where the cited reference disclosed all of the claimed elements. This generally occurred where the Examiner applied the grounds corresponding to one claim, as the same grounds for rejecting another (e.g., the rejections of claims 9, 15 and 19).

Applicant has requested in response to the Office Actions that the Examiner fully address the arguments presented by Applicant, provide a clear explanation of how the reference and the claim language are being interpreted, and identify the particular elements within the cited passages that the Examiner believes read on each element of the claims. Unfortunately, the Examiner has ignored these requests. As a result, the Examiner's rationale for maintaining the rejections in view of Applicant's arguments presented below, remains unclear.

#### Independent Claim 1

A *prima facie* case of anticipation has not been established with respect to claim 1, because the cited reference fails to disclose all of the claimed elements. For instance, the Examiner found paragraph 0329 of Kaenel et al. to identically disclose "c) providing a subscription list of the entities, the subscription list being defined by subscription metadata stored in a subscription data store of a mobile computing device", as provided in claim 1. However, the cited paragraph 0329 merely describes how the metadata is used to "locate, retrieve, and render the data for the client software 1590." Additionally, the cited paragraph does not disclose any elements that one could reasonably construe as reading on the claimed "subscription list",

“subscription metadata”, “subscription data store” or “mobile computing device” provided in step c) of claim 1.

Additionally, neither of the stores 1560 and 1570 of the distributed computing environment 1500 shown in FIG. 15 is disclosed as being components of a mobile computing device. Moreover, the Examiner, in his response to Applicant’s arguments, appears to find the stores 1560 and 1570 as reading on the claimed “first data store”. Since the claimed first and second data stores are distinct elements, at least one of the claimed data stores is not disclosed by the cited reference. Thus, there is no data store disclosed in the cited paragraph or even FIG. 15 of Kaenel et al. that one could reasonably construe as disclosing the claimed “subscription data store of a mobile computing device”. Therefore, the Examiner has not provided sufficient support for the finding that the cited reference discloses step c) of claim 1.

The Examiner also found paragraph 0329 of Kaenel et al. to identically disclose “sending the customized metadata corresponding to the entities identified in the subscription list to the mobile computer device”, as provided in step d) of claim 1. However, the cited paragraph fails to disclose a mobile computing device, a subscription list or sending metadata to a mobile computing device based on a subscription list. Therefore, the Examiner has not provided sufficient support for the finding that the cited reference discloses step d) of claim 1.

The Examiner found paragraphs 0065, 0337 and FIG. 18 to identically disclose “storing the sent customized metadata in a second data store of the mobile computing device”, as provided in step e) of claim 1. However, nowhere in the cited paragraphs or figure is there any disclosure of a mobile computing device or a second data store of a mobile computer device. Therefore, the Examiner has not provided sufficient support for the finding that the cited reference discloses step e) of claim 1.

Accordingly, a *prima facie* case of anticipation has not been established against claim 1 because the cited paragraphs fail to disclose each of the claimed elements. Therefore, claim 1 is not anticipated by Kaenel et al.

### Claim 2

In rejecting claim 2, the Examiner cited paragraph 0400 of Kaenel et al.. The cited section discusses how the invention of Kaenel et al. allows for multiple data layers to be printed and is unrelated to the a software-implemented business process of claim 2. More importantly, the cited paragraph of Kaenel et al. does not disclose “sending the data corresponding to the entities identified in the subscription list to the mobile computing device” as provided in claim 2. Additionally, there is no connection between the disclosure of paragraph 400 and the stores 1560 and 1570 discussed in paragraph 0324, which was also cited by the Examiner, including “storing the sent data in the second data store”, as described in claim 2. Therefore, claim 2 is not anticipated by Kaenel et al.

### Claim 3

The Examiner found paragraph 0471 of Kaenel et al. to identically disclose “populating an entity defined by the sent customized metadata with the corresponding sent data”, as provided in claim 3. However, nowhere in the cited paragraph 0471 is there any discussion of populating an entity, let alone populating an entity as describe in claim 3. Accordingly, claim 3 is not anticipated by Kaenel et al.

### Claim 4

The Examiner also cited paragraph 0471 as identically disclosing “displaying the populated entity on the mobile computing device in accordance with a form defined by the sent customized metadata for the populated entity”, as provided in claim 4. However, the cited paragraph fails to provide any discussion of displaying the claimed populated entity on a mobile computing device in accordance with a form, as described in claim 4. Accordingly, claim 4 is not anticipated by Kaenel et al.



#### Claim 5

In rejecting claim 5, the Examiner found paragraph 0354 to disclose “wherein the mobile computing device is selection from a group consisting of a mobile phone and a personal digital assistant (PDA)”. However, the cited paragraph fails to even mention a mobile computing device, a mobile phone or a PDA that is in accordance with the present invention. Rather than being used as described in claim 5, the device disclosed in paragraph 0354 is only used to generate spatial data. That is, the device disclosed in paragraph 0354 does not include the claimed “subscription list” or “subscription data store”. Additionally, the device of Kaenel et al. does not receive customized metadata corresponding to the entities identified in the subscription list (step d) and it does not store the customized metadata in a second data store of the device (step e). Accordingly, claim 5 is not anticipated by Kaenel et al.

#### Claim 6

The Examiner found paragraph 0296 of Kaenel et al. to disclose “wherein the customized metadata define data fields of the entities”, as provided in claim 6. However, the cited paragraph is unrelated to the entities described in claim 1, from which claim 6 depends. Moreover, there is no discussion in the cited paragraph of metadata being used to “define data fields of entities” as provided in claim 6. Therefore, claim 6 is not anticipated by Kaenel et al.

#### Claim 7

The Examiner also cited paragraph 0296 of Kaenel et al. as disclosing “wherein the customized metadata define presentation forms for the entities”, as provided in claim 7. However, the cited paragraph fails to disclose or even mention the use of metadata for defining any type of form, let alone forms for the claimed entities. Therefore, claim 7 is not anticipated by Kaenel et al.

#### Claim 8

In rejection claim 8, the Examiner found paragraph 0324 to disclose “wherein the storing

step e) includes replacing old customized metadata stored in the second data store with at least some of the sent customized metadata”, as provided in claim 8. However, the cited paragraph fails to disclose any process of replacing metadata from one data store with other metadata, let alone the more specific method step provided in claim 8. Accordingly, claim 8 is not anticipated by Kaenel et al.

#### Independent Claim 9

In rejecting independent claim 9, the Examiner referred Applicant to the rejections of claims 1-8 and independent claim 15. However, the paragraphs of Kaenel et al. cited by the Examiner in rejecting claims 1-8 and 15 do not disclose several steps of the method of customizing a software implemented business process described in claim 9. For example, as discussed above with respect to claim 1, paragraph 0248 of Kaenel et al. does not disclose the step of “providing customized metadata defining entities”, paragraph 0324 of Kaenel et al. does not disclose “storing the customized metadata and data corresponding to the entities in a first data store”, and paragraph 0329 of Kaenel et al. does not disclose “providing a subscription list of the entities, the subscription list being defined by subscription metadata stored in a subscription data store of a mobile computing device”, as provided in independent claim 9.

Additionally, the Examiner has not identified where Kaenel et al. et al. disclose “populating the entities identified by the subscription list with the corresponding data in accordance with the customized metadata; sending the populated entities to the mobile computing device; and storing the populated entities in an object data store of the mobile computing device”, as provided in claim 9. These steps are not disclosed in the paragraphs cited by the Examiner with respect to claims 2 and 3, for the reasons set forth above.

Moreover, the populating, sending and storing steps of claim 9 describe a feature of the invention that is different from that provided in claims 2 and 3. For instance, the populating, sending and storing steps of claim 9 describe how the populated entities are sent to the mobile computing device, as opposed to sending the data to the mobile computing device then

populating the entities as described in claims 2 and 3. None of the paragraphs cited by the Examiner with respect to claims 1-8 and 15 describe this feature.

Therefore, claim 9 is not anticipated by Kaenel et al.

#### Claim 10

Applicant believes that the Examiner has rejected claim 10 based on the same grounds on which claim 4 was rejected. However, the cited paragraph 0471 does not disclose “displaying one of the populated entities in accordance with a form defined by the sent customized metadata”, as provided in claim 10. In fact, the cited paragraph fails to provide any discussion of displaying a populated entity on a mobile computing device. Accordingly, claim 10 is not anticipated by Kaenel et al.

#### Claim 11

Applicant believes that the Examiner has rejected claim 11 based on the same grounds on which claim 5 was rejected. However, the cited paragraph 0354 fails to even mention a mobile computing device, a mobile phone or a PDA that is in accordance with the present invention. Rather than being used as described in claim 11, the device disclosed in paragraph 0354 is only used to generate spatial data. That is, the device disclosed in paragraph 0354 does not include the claimed “object data store” or “populated entities” as provided in claim 11. Additionally, there is no disclosure in Kaenel et al. of the cited device operating to receive and store populated entities in an object data store, as provided in claim 11. Accordingly, claim 11 is not anticipated by Kaenel et al.

#### Claim 12

Applicant believes that the Examiner has rejected claim 12 based on the same grounds on which claim 6 was rejected. However, as discussed above, the cited paragraph 0296 of Kaenel et al. does not disclose “wherein the customized metadata define data fields of the entities”, as provided in claim 12. Therefore, claim 12 is not anticipated by Kaenel et al.

### Claim 13

Applicant believes that the Examiner has rejected claim 13 based on the same grounds on which claim 7 was rejected. However, as discussed above, the cited paragraph 0296 of Kaenel et al. fails to disclose or even mention the use of metadata for defining any type of form, let alone forms for the claimed entities, as provided in claim 13. Therefore, claim 13 is not anticipated by Kaenel et al.

### Claim 14

Applicant believes that the Examiner has rejected claim 14 based on the same grounds on which claim 8 was rejected. However, claims 8 and 14 clearly cover dissimilar subject matter. For instance, claim 8 describes the replacement of customized metadata stored the data store of the mobile computing device, while claim 14 describes the replacement of old populated entities with some of the populated entities sent in the sending step e). Even so, neither paragraph 0324 cited with regard to claim 8 or any other paragraph of Kaenel et al. disclose “wherein the storing step f) includes replacing old populated entities with at least some of the sent populated entities”, as provided in claim 14. Therefore, claim 14 is not anticipated by Kaenel et al.

### Claim 15

Independent claim 15 is directed to a system configured to customize a computer-implemented business process. In supporting the rejection of claim 15, the Examiner identified paragraph 0269 of Kaenel et al. as disclosing the claimed synchronizer, and referred Applicant to the rejection of claim 1 for the disclosure of the remaining elements of claim 15.

However, in rejecting claim 1, the Examiner did not identify where Kaenel et al. et al. disclose “a user interface configured to generate customized metadata defining entities in response to user input”, “a first data accessing system configured to access the customized metadata and the data contained in the first data store”, “a mobile computing device including . . . a subscription metadata store . . . a second data store . . . and a second data access system

configured to access the subscription metadata and the second data store”, as provided in claim 15.

Additionally, paragraph 0269 does not disclose a “synchronizer” or other component that is “configured to send the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device for storage in the second data store”, as provided in claim 15.

Therefore, claim 15 is not anticipated by Kaenel et al.

#### Claim 16

Applicant believes that the Examiner has rejected claim 16 based on the same grounds on which claim 5 was rejected. However, the cited paragraph 0354 fails to even mention a mobile computing device, a mobile phone or a PDA that is in accordance with the present invention. Rather than being used as described in claim 16, the device disclosed in paragraph 0354 is only used to generate spatial data. That is, the device disclosed in paragraph 0354 does not include “a subscription metadata store containing subscription metadata defining a subscription list of the entities”, “a second data store” or “a second data access system configured to access the subscription metadata and the second data store”, as provided in claim 16. Therefore, claim 16 is not anticipated by Kaenel et al.

#### Claim 17

Applicant believes that the Examiner has rejected claim 17 based on the same grounds on which claim 6 was rejected. However, as discussed above, the cited paragraph 0296 of Kaenel et al. does not disclose “wherein the customized metadata define data fields of the entities”, as provided in claim 17. Therefore, claim 17 is not anticipated by Kaenel et al.

#### Claim 18

Applicant believes that the Examiner has rejected claim 18 based on the same grounds on

which claim 7 was rejected. However, as discussed above, the cited paragraph 0296 of Kaenel et al. fails to disclose or even mention the use of metadata for defining any type of form, let alone forms for the claimed entities, as provided in claim 18. Therefore, claim 18 is not anticipated by Kaenel et al.

#### Independent Claim 19

In rejecting independent claim 19, the Examiner referred Applicant to the rejections of claims 1-8 and independent claim 15. Claim 19 is directed to a method of customizing a software-implemented business process on a mobile computing device. As with claim 9, several of the steps of claim 19 that the Examiner may have construed as overlapping steps of claims 1-8 are not disclosed by the paragraphs of Kaenel et al. that were cited by the Examiner as disclosing the similar steps of claims 1-8. For example, as discussed above with regard to claim 1, paragraph 0248 of Kaenel et al. does not disclose the step of “providing customized metadata defining customizations of the software-implemented business process” and paragraph 0324 of Kaenel et al. does not disclose “storing the metadata in a data store of the mobile computing device”, as provided in independent claim 19. Therefore, claim 19 is not anticipated by Kaenel et al.

#### Claim 20

With regard to claim 20, Kaenel et al. does not disclose any customized metadata that define entities or “entities of the software-implemented business process” of claim 19. Therefore, claim 20 is not anticipated by Kaenel et al.

#### Claim 21

As discussed above with regard to claim 1, Kaenel et al. fail to disclose “sending the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device” or “storing the sent customized metadata in the data store of the mobile

computing device”, as provided in claim 21. Therefore, claim 21 is not anticipated by Kaenel et al.

#### Claim 22

As discussed above with regard to claim 1, Kaenel et al. fail to disclose “wherein the subscription list is defined by subscription metadata stored in the data store of the mobile computing device”, as provided in claim 22. Therefore, claim 22 is not anticipated by Kaenel et al.

#### Claim 23

The Examiner has yet to identify where Kaenel et al. disclose “wherein the customized metadata define data content of the entities”, as provided in claim 23. Accordingly, a *prima facie* case of anticipation has not been established against claim 23. Applicant submits that claim 23 is not anticipated by Kaenel et al.

#### Claim 24

The Examiner has yet to identify where Kaenel et al. disclose “wherein the customized metadata define a user interface content of the entities”, as provided in claim 24. Accordingly, a *prima facie* case of anticipation has not been established against claim 24. Applicant submits that claim 24 is not anticipated by Kaenel et al.

#### Claim 25

The Examiner has yet to identify where Kaenel et al. disclose “wherein the business process is a customer relationship management application and the entities correspond to accounts of the customer relationship management application”, as provided in claim 25. Accordingly, a *prima facie* case of anticipation has not been established against claim 25. Applicant submits that claim 25 is not anticipated by Kaenel et al.

CONCLUSION

Based on the foregoing, Appellant requests that the Board reverse the Examiner's rejection of claims 1-25.

Respectfully submitted,

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Claims Appendix

1. A method of customizing a software-implemented business process comprising:
  - a) providing customized metadata defining entities;
  - b) storing the customized metadata and data corresponding to the entities in a first data store;
  - c) providing a subscription list of the entities, the subscription list being defined by subscription metadata stored in a subscription data store of a mobile computing device;
  - d) sending the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device; and
  - e) storing the sent customized metadata in a second data store of the mobile computing device.
2. The method of claim 1 including:  
sending the data corresponding to the entities identified in the subscription list to the mobile computing device; and  
storing the sent data in the second data store.
3. The method of claim 2 including populating an entity defined by the sent customized metadata with the corresponding sent data.
4. The method of claim 3 including displaying the populated entity on the mobile computing device in accordance with a form defined by the sent customized metadata for the populated entity.
5. The method of claim 1, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).

6. The method of claim 1, wherein the customized metadata define data fields of the entities.
7. The method of claim 1, wherein the customized metadata define presentation forms for the entities.
8. The method of claim 1, wherein the storing step e) includes replacing old customized metadata stored in the second data store with at least some of the sent customized metadata.
9. A method of customizing a software implemented business process comprising:
  - a) providing customized metadata defining entities;
  - b) storing the customized metadata and data corresponding to the entities in a first data store;
  - c) providing a subscription list of the entities, the subscription list being defined by subscription metadata stored in a subscription data store of a mobile computing device;
  - d) populating the entities identified by the subscription list with the corresponding data in accordance with the customized metadata;
  - e) sending the populated entities to the mobile computing device; and
  - f) storing the populated entities in an object data store of the mobile computing device.
10. The method of claim 9 including displaying one of the populated entities in accordance with a form defined by the sent customized metadata.
11. The method of claim 9, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).

12. The method of claim 9, wherein the customized metadata define data fields of the entities.
13. The method of claim 9, wherein the customized metadata define presentation forms for the entities.
14. The method of claim 9, wherein the storing step f) includes replacing old populated entities with at least some of the sent populated entities.
15. A system configured to customize a computer-implemented business process comprising:
  - a user interface configured to generate customized metadata defining entities in response to user input;
  - a first data store containing the customized metadata and data corresponding to the data entities;
  - a first data accessing system configured to access the customized metadata and the data contained in the first data store;
  - a mobile computing device including:
    - a subscription metadata store containing subscription metadata defining a subscription list of the entities;
    - a second data store; and
    - a second data access system configured to access the subscription metadata and the second data store; and
  - a synchronizer configured to send the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device for storage in the second data store.
16. The system of claim 15, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).

17. The system of claim 15, wherein the customized metadata define data fields of the entities.
18. The system of claim 15, wherein the customized metadata define forms for the entities.
19. A method of customizing a software-implemented business process on a mobile computing device comprising:
  - a) providing customized metadata defining customizations of the software-implemented business process;
  - b) deploying the metadata to the mobile computing device;
  - c) storing the metadata in a data store of the mobile computing device; and
  - d) applying the customizations defined by the metadata to the software-implemented business process.
20. The method of claim 19 wherein the customized metadata define entities of the software-implemented business process.
21. The method of claim 20 including:

providing a subscription list of the entities;

wherein the deploying step b) includes sending the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device in the deploying step b); and

wherein the storing step c) includes storing the sent customized metadata in the data store of the mobile computing device.
22. The method of claim 21, wherein the subscription list is defined by subscription metadata stored in the data store of the mobile computing device.

23. The method of claim 20, wherein the customized metadata define data content of the entities.

24. The method of claim 20, wherein the customized metadata define a user interface content of the entities.

25. The method of claim 20, wherein the business process is a customer relationship management application and the entities correspond to accounts of the customer relationship management application.

Evidence Appendix

No evidence is being submitted.

Related Proceedings Appendix

No related proceedings are being submitted.